

REMARKS

In response to the Office Action dated August 14, 2007, Applicant respectfully requests reconsideration based on the above claim amendments and the following remarks.

Applicant sincerely appreciates the Examiner's helpful comments in the "Response to Arguments" section of the Action. In order to advance prosecution of the present application, Applicant has amended the claims in accordance with the Examiner's suggestions.

Status of the Claims

Claims 1, 2, 4, 6-16, 19-30, 32, 34-44, 47-58, 60, 62-72 and 75-85 stand rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent No. 6,374,241 to Lamburt (Lamburt).

The Rejections under Section 102

Applicant hereby incorporates by reference Applicant's arguments as set forth in Applicant's Response dated October 19, 2007. Applicant respectfully submits that those arguments apply to the current rejections as well. In particular, the ordinarily skilled artisan would not understand Lamburt to disclose or teach permitting a customer to configure a customized business listing and receiving an order request from the customer via the Web site to place an order for the customized business listing in the business directory as claimed. As best understood and discussed in the prior Response, the Superpages reference itself teaches a method for enabling placement of an order in the context of Lamburt that requires interfacing with a sales representative. Traditionally, listing enhancements have been offered to customers through direct interactions or negotiations with sales representatives of the business directory offeror. Thus, the ordinarily skilled artisan in view of Lamburt would expect that the only ordering options for listing enhancements in Lamburt would require interfacing with a sales representative.

Notwithstanding the foregoing, Claim 1 has been amended to more clearly and explicitly recite, *inter alia*:

receiving at least one request from the customer via the Web site to include at least one feature in the listing of the business in the business directory, including receiving a first enhancement request from the customer via the Web site to include in the listing of the business in the business directory a first optional listing enhancement from the list of available optional listing enhancements, and including receiving a second enhancement request from the customer via the Web site to include in the listing of the business in the business directory a second optional listing enhancement from the list of available optional listing enhancements, wherein the second optional enhancement is selectable by the customer independently of the first optional enhancement, whereby the customer configures a particular, unique, individualized, customized business listing;

generating a customized price quote for the particular, unique, individualized, customized business listing configured by the customer, wherein the step of generating the customized price quote includes calculating the customized price quote based on the particular features requested by the customer to be included in the particular, unique, individualized, customized business listing;

displaying the customized price quote for the particular, unique, individualized, customized business listing at the Web site to the customer; and

receiving an order request from the customer via the Web site to place an order for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer.

Applicant respectfully submits that Claim 1 as now amended is clearly distinguishable from Lamburt. Support for the amendment to Claim 1 can be found at **Figures 6B and 10A-10C** and page 14, line 23 to page 15, line 29 of Applicant's specification, for example.

In view of the foregoing, Applicant respectfully submits that Claim 1 as amended is allowable over the cited art. Claims 2, 4, 6-16, 19-28, and 85 depend from Claim 1 as amended and are therefore allowable as well for at least these reasons.

Claim 29 (system for receiving an order for a listing of a business in a business directory) and Claim 57 (computer program product for receiving an order for a listing of a business in a business directory) have been amended similarly to Claim 1 and are distinguishable from the cited art for the reasons set forth above. Claims 30, 32, 34-44, and 47-56 depend from Claim 29 and Claims 58, 60, 62-72, and 75-84 depend from Claim 57, respectively, and these claims are therefore allowable as well for at least these reasons.

Claim 16 has also been amended to incorporate the Examiner's comments and to more clearly distinguish the claimed invention from Lamburt. Claim 16 has been amended to further recite a step of "using the billing information received from the customer via the Web site to issue a bill to the customer." Support for the amendment to Claim 16 can be found at **Figure 11** and page 16, lines 3-9 of Applicant's specification, for example. The step of using the billing information to issue a bill to the customer is at least implicit in the solicitation of "4. BILLING INFORMATION" and "BILLING ADDRESS" and the "NOTE:" to the customer that the billing information may be different from the listing information (see, for example, **Figure 11** of Applicant's specification).

Claims 24, 44, 52, 72 and 80 include the same or similar recitations as Claim 16 and are therefore further distinguishable from the cited art for these reasons as well.

Conclusion

Applicant respectfully submits that this application is now in condition for allowance, which action is requested. Should the Examiner have any matters outstanding of resolution, he is encouraged to telephone the undersigned at 919-854-1400 for expeditious handling.

Respectfully submitted,

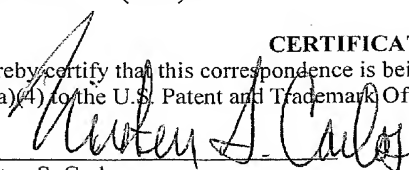


David D. Beatty
Registration No. 38,071
Attorney for Applicant

USPTO Customer No. 39072
Myers Bigel Sibley & Sajovec, P.A.
Post Office Box 37428
Raleigh, North Carolina 27627
Telephone: (919) 854-1400
Facsimile: (919) 854-1401

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Kirsten S. Carlos
Date of Signature: March 24, 2008